

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application No.: 10/555,715  
Confirmation No.: 9733  
First-Named Inventor: Jason Bregmen  
Filing Date: October 30, 2006  
Group Art Unit: 3611  
Examiner: Christopher Veraa  
Attorney Docket No.: 016989-000002  
Title: IMPROVEMENTS RELATING TO BILLBOARDS

**RESPONSE TO FINAL OFFICE ACTION**

MAIL STOP AF  
Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated July 9, 2009, please enter the following amendments and remarks in the above-mentioned patent application.

A request for a one-month extension of time along with the requisite fee have been enclosed with this Response. The Commissioner is authorized to charge any extensions of time as well as any additional fees or credit any overcharges to Deposit Account No. 23-3030, but not to include any payment of issue fees.

**Amendments to the Claims** are reflected in the **Listing of Claims** which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 6 of this paper.